

ARC9200000290S1
09/658,632REMARKS

This amendment is in response to the examiner's office action dated 11/12/2003 and further in view of the interview of 02/10/2004. Applicants are appreciative for the professional and courteous interview held with the examiner. Changes have been made to the claims as discussed during the telephone interview. The amended claims are believed to be in allowable form and this amendment should obviate outstanding issues. Reconsideration of this application is respectfully requested in view of the foregoing amendment and the remarks that follow.

STATUS OF CLAIMS

Claims 1-21 are pending.

Claims 1-21 stand rejected under 35 U.S.C. § 103(a) as being unpatentable over Slotznick (US 6,011,537).

OVERVIEW OF CLAIMED INVENTION

The presently claimed invention provides for a system and method for improving the effectiveness of web advertising by allowing a user to return and request a previously displayed ad that appeals to the user. Generally, the system employs an intelligent browser cache maintained within a user's terminal to keep web pages in cache and maintains information about hyperlinks contained therein. Furthermore, the system allows for storing ads in a bookmark memory without clicking on the ads. The bookmark memory is either permanently maintained or temporarily stored for a predetermined period of time in the user's terminal to allow the user the ability to view stored ads at a later time. The system further includes an algorithm for computing the differences between previously viewed pages stored in the intelligent browser cache and a new page (currently viewed page) in terms of their hyperlinks. Presented to the user, in separate

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windows, are ads from both new and previously viewed (old) pages to aid the user in deciding whether to click and visit a different page or to save the displayed page for later use. Finally, the system permits the user to request ads previously displayed at a particular position by pointing (with a mouse) to the current ad at such a location.

In the Claims

Rejections to claims 3-4 and 13 are considered moot in view of their cancellation. Claims 1-2, 6-8, 11-12, 16-21 are amended to clarify the subject matter presented. Claims 22-25 are newly added. It should be noted that there was no new matter added in the amended/added claims.

REJECTIONS UNDER §103

The examiner has rejected claims 1-2, 5-12, and 14-21 under 35 U.S.C. § 103(a) as being unpatentable over Slotznick (US 6,011,537). To properly reject a claim under 35 U.S.C. § 103(a), a reference, either by itself or used in combination with one or more references, should provide for, or render obvious, each and every limitation of the claim. Applicants contend that the Slotznick reference fails to provide for, or render obvious, many of the limitations of claims 1-2, 5-12, and 14-21.

Slotznick provides for a system for displaying primary and secondary information at a display of a local user computer. Primary information represents information requested by a user and secondary information represents additional information. The primary information is retrieved from a first information memory device, wherein there is a delay period between the request time and the time in which the primary information is available for display. The secondary information (e.g., banners, ads, etc.) is retrieved from a second information memory device. The primary and secondary information are stored in a local storage device of the user's

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computer, such as the cache memory. A display controller causes the primary information to be displayed simultaneously with a portion of the secondary information on the user's display. When the user requests retrieval of subsequent primary information, a full display of the secondary information replaces the primary information in at least a portion of the delay time which occurs during retrieval of the subsequent primary information. The subsequently requested primary information is displayed after receipt thereof. The full display of secondary information is shown for a predetermined period of time, or may be held on the display by a user command. The user may also directly request a display of the full secondary information without requiring retrieval of subsequent primary information.

Figures 4-5 and their associated text in the Solotznick reference (see column 20, lines 51-57) provide a representative screen displaying primary and secondary information. In the example provided, the rendered text corresponds to primary information and the thumbnail shown corresponds to the secondary information. It should be noted that the primary information is downloaded in full prior to any secondary information being downloaded (in the background, as the user is unaware). Hence, after the primary information (the text in figure 4) is downloaded in its entirety, Slotznick's system downloads the secondary information associated with the thumbnail (of figure 4) in the background. When the user is done reviewing the primary information and is ready to view another website, the system renders the downloaded secondary information (in a "near-instantaneous manner").

Figure 7 illustrates a flowchart of the method associated with Slotznick's system. The user first "logs on" to the device (step 70), activating the program or device (step 72). The user then enters his or her password and/or user identification number (step 74). The device clears the memory cache used to store secondary information (step 76). Before the device can display any information, the user must request it (step 78). The device then contacts the remote source

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with the data (step 80), downloads the primary data from the remote source (step 82), processes the primary data (step 84) and renders images contained in the primary data (step 86). The device checks if it is currently displaying a trailing page from the last downloaded page (step 88). If not (which includes the first time in the log on session that data is requested), the device displays the primary data (step 90). If there had been secondary data to download (step 106), the device automatically downloads the secondary data (step 108), processes the secondary data (step 110), renders secondary data images (step 112), saves the secondary data and/or rendered images in memory cache (step 114) and then waits for further instructions (step 116), while the primary data is displayed to the user. Figures 11, 12, and 17 further aid in understanding the system and method of Slotznick.

Applicants contend, based upon the arguments presented herein and further in view of the arguments presented during the interview of 02/10/2004, that the Slotznick reference fails to provide for many of the limitations of applicants' claimed invention. Specifically, with respect to independent claims 1, 11, 18, and 19, applicants contend that the Slotznick reference fails to teach the limitation of retaining ads associated with webpages, wherein, based upon a request, such previously displayed ads can be retrieved and rendered at a remote terminal. Slotznick also fails to provide for the limitation of retrieving and rendering requested ads (that were previously displayed). Slotznick, as outlined in detail above, merely teaches downloading secondary content (which can be banners, ads, etc.) while primary content is being experienced. Furthermore, as shown in step 76 of figure 7, Slotznick suggests that the "device clears the memory cache used to store secondary information" every time a user logs in. This teaches away from the applicants' claimed invention which retains ads and web pages in memory, whereby such retained ads and web pages are retrievable at a later time by a user who wishes to look at previously presented/viewed ads.

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Also, with respect to dependent claims 2 and 12 and independent claim 11 and 18, applicants contend that Slotznick does not teach (either in an explicit or implicit manner) a system that retains displayed web pages and associated hyperlinks contained in such web pages.

With respect to dependent claims 6, 7, 16, 20, 21, 23, and 24, applicants contend that Slotznick fails to provide for a system/method wherein when a previously viewed web page is revisited as a new page, ads associated with both the new page and the previously viewed page are rendered at a remote terminal. In addition, Slotznick also fails to show such ads (i.e., ads associated with both new page and previously viewed page) in one or more windows separate from the window displaying the revisited new page.

With respect to dependent claims 8, 17, 22, and 25, applicants contend that Slotznick fails to provide for a system/method wherein when a previously viewed web page is revisited as a new page, the system/method displays previous position specific ads upon receiving a selection of a corresponding position of advertising in the new page.

The above mentioned arguments also apply for dependent claims 5, 9-10, and 14-15 in at least that they inherit all the limitations of the claim that they depend from. Hence, in view of the telephone interview and the above-mentioned arguments, applicants respectfully request the examiner to withdraw the rejections to independent claim 1, 11, 18, and 19 and dependent claims 2, 5-10, 12, 14-17, and 20-25.

SUMMARY

As has been detailed above, none of the references, cited or applied, provide for the specific claimed details of applicant's presently claimed invention, nor renders them obvious. It is believed that this case is in condition for allowance and reconsideration thereof and early issuance is respectfully requested.

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As this amendment has been timely filed within the set period of response, no petition for extension of time or associated fee is required. However, the Commissioner is hereby authorized to charge any deficiencies in the fees provided to Deposit Account No. 12-0010.

If it is felt that an interview would expedite prosecution of this application, please do not hesitate to contact applicant's representative at the below number.

Respectfully submitted,

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